

Project Description and Specifications

This spring, The Urban Forest Project will plant 100 street banners by local designers and students in downtown Washington, DC. Each banner will use the form of, or metaphor for a tree, to make a powerful visual statement about the environment. Together they'll create a forest of thoughtful images in the heart of the nation's capitol. This project is being brought to Washington, DC as a platform to engage the public in the City's environmental efforts.

A model of sustainability

The banners will be hung on city light poles in downtown Washington, DC during the spring of 2010 in celebration of Arbor and Earth Days. They will then be recycled into unique one-of-a-kind totebags designed exclusively for the project. Proceeds from the sales of the totebags will go to non-profit environmental efforts that help make Washington, DC a clean, green and sustainable city.

The brief is simple

Begin with the form, idea or a characteristic of a tree and use it to interpret and explore an issue around the environment that you feel is pressing, or an idea you find entertaining or intriguing. The only constraint is that the banner should not advertise a brand or product, nor endorse a particular political party. That's it. Project specifications can be found on the following pages.

A short history

The Urban Forest Project was first executed in New York City's Times Square in the fall of 2006. To learn more visit The Urban Forest Project website: <http://www.ufp-global.com>

Brought to you by

This project, conceived by Worldstudio, is being presented in Washington, DC by the District Department of Transportation (DDOT), in collaboration with AIGA DC and Corcoran College of Art and Design.

For more information contact

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Banner Specifications

DEADLINE

All artwork must be delivered no later than:

January 8, 2010.

BANNER AND ARTWORK SIZES

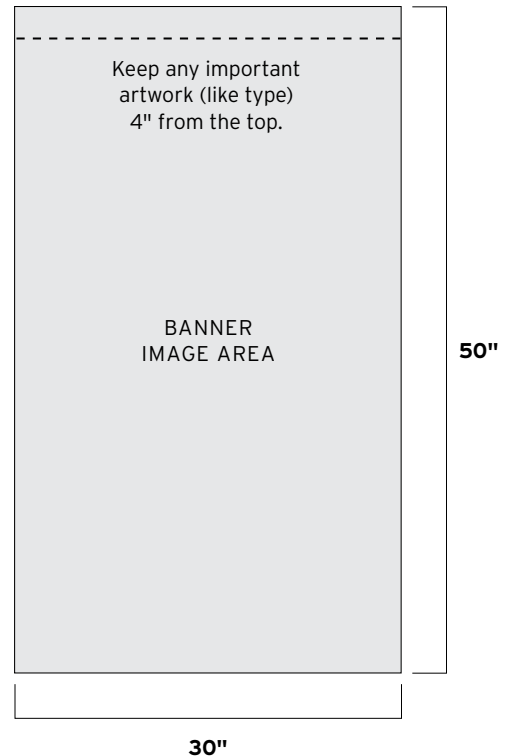
- Image Area: 30" x 50"
- Bleed: give a 1/2" bleed on all four sides of your artwork.

PREPARING YOUR ARTWORK

Provide digital files in the following formats:

- PDF, TIFF or EPS formats only
- Convert all fonts to outline
- Important artwork (like type) must be at least 1/2" from the trim size and 4" from the top.
- Bleed must extend 1/2" beyond the trim size
- Banner may be created at 50% of the final size at 300 dpi or full size at 200 dpi
- All color should be specified in CMYK

Note: You are responsible for all permissions and fees (for stock images, etc.) related to your artwork.



Sending In Your Artwork

Along with your artwork please include the following

1. A digital headshot that is at least 4x6" at 300 dpi. These will be used on the website next to your banner artwork and possibly in the promotion of the project. Be sure to label your headshot with your first and last name.
2. A brief statement about your banner, not to exceed 50 words. You can use a Word document.

Please upload your artwork to the following ftp site

Put your artwork, all links, headshot and artists statement in a folder with your full name on it with the following folder naming convention: last name "underscore" first name

HOSTNAME: ftp.worldstudioinc.com

USER NAME: worldstudioinc

PASSWORD: Varick3661317

PUT your files in the folder named: UFP_DC_AIGA_Banners

Or send a disk to

Mark Randall

Worldstudio

200 Varick Street, Suite 507

New York, NY 10014

212.366.1317

A Few More Things

KEEP IN MIND

- These banners are approximately 20 feet off the ground in a visually overloaded public space.
- Simple and bold will work better.
- Any type that you want to be easily read should be no smaller than 2" at the final size.

THREE SIMPLE RULES

Since these are going to appear in a public space on city-owned banners, the District Department of Transportation in Washington DC has ultimate approval. There are three rules to follow:

- No commercial logos, taglines or corporate names.
- No partisan political messages.
- No violent or obscene language or imagery.